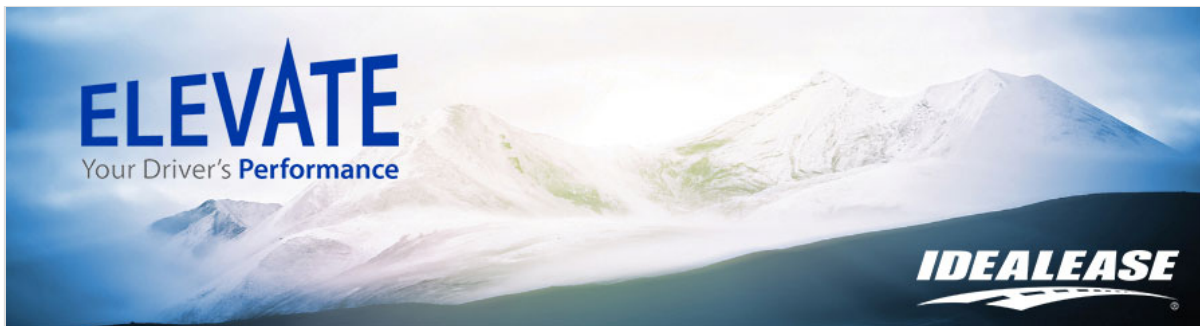


This Week: Driver Appreciation Week



Driver Appreciation Week



Q: When is Driver Appreciation Week and how should we celebrate?

A: September 8th through the 14th is National Truck Driver Appreciation Week. It is an annual celebration of America's 3.5 million professional truck drivers.

As you get your scorecard results from August in early September, let's celebrate

the top drivers! We always want to focus on coaching opportunities where we can, but let's not forget about your top performers.

Remember the drivers are ALL on the same team and do their best to represent your company and keep themselves and others on the road safe. Make sure you let them know you appreciate all of their efforts to operate more safely and efficiently.

There are many ways to celebrate, and you should determine that based on driver schedules, logistic challenges, company profitability, fuel savings, culture, etc.

Here are a few ideas:

- Company barbecue or Pizza party
- Safety bonuses or awards
- Efficiency incentives
- Certificates
- Letters of recognition



- Gift cards to local coffee shops or restaurants

Idealease is committed to helping your team Elevate their Performance. You will receive a weekly Question or Tip of the Week explaining different elements of the scorecard, tips to improve Key Performance Indicators (KPI's), or other motivational topics to keep the team (s) striving for excellence behind the wheel. If you have a question or would like a topic covered, please email jerryring@idealease.com.



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